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<u>L3</u> l2 and (market\$3 adj media or omm) same (reduc\$4 or diminish\$4 or decreas\$4 or eliminat\$4) same (bid\$5 or auction\$3)	1	<u>L3</u>
<u>L2</u> (automatic\$4 or automat\$3 or online or electronic\$4 or internet)near20 (track\$4 or monitor\$4) near20 advertis\$4 near20 (product\$ or servic\$3)	186	<u>L2</u>
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☐ 1. Document ID: US 20030105677 A1

L3: Entry 1 of 1

File: PGPB

Jun 5, 2003

PGPUB-DOCUMENT-NUMBER: 20030105677

PGPUB-FILING-TYPE: new

DOCUMENT-IDENTIFIER: US 20030105677 A1

TITLE: Automated web ranking bid management account system

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments	Claims	K/MC	Draw. D.
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L3: Entry 1 of 1

File: PGPB

Jun 5, 2003

DOCUMENT-IDENTIFIER: US 20030105677 A1

TITLE: Automated web ranking bid management account system

Summary of Invention Paragraph:

[0012] The present invention relates to an automated web ranking system. The system tracks search terms which are used to market an advertiser's product or services in online marketing media ("OMM"), such as search engines, portals, banner advertisements, affiliate programs. The system determines the search term's effectiveness by collecting and analyzing data relating to the number of impressions, the number of clicks, and the number of resulting sales generated by a search term at a given time period. Based on the data collected and parameters which the advertiser provides relating to the advertiser's economic factors, the system calculates a maximum acceptable bid for each search term. The system monitors the web for competitor's bids on an advertiser's search term and places bids which fall below the maximum acceptable bid. The system enables advertisers to reduce or eliminate bid gaps which would otherwise occur when an advertiser bids more than they must for a certain positioning.

Detail Description Paragraph:

[0037] The automated web ranking system includes a web-based software program. The web-based program code executes in the main memory 20 under the direction of the microprocessor 12, and includes Web server software which enables the system to maintain a database of search terms relating to an advertiser's service or product; track Internet user activity generated to an OMM and an advertiser's website when an Internet user conducting a web-based search on the OMM enters at least one search term relating to a service or product of the advertiser; acquire data relating to the Internet user activity; sort the acquired data to remove duplicate information; compile a master data set from said data wherein data values are arranged according to time of Internet user activity and a designated primary key; determine sufficiency of data based on specified conditions; calculate an acceptable new maximum bid for the search term; determine whether said maximum bid is a justified expense for the advertiser in light of profit determining factors; determine whether to maintain, modify, or remove a bid for a search term; retrieve information on competitor's bids; identify desired ranking; prepare an insertion order with an appropriate bid for achieving the desired ranking; and automatically upload the insertion order to an OMM.

CLAIMS:

1. An automated method for web ranking of bids, comprising the steps of: tracking Internet user activity generated to an OMM and an advertiser's website when an Internet user conducting a web-based search on the OMM enters at least one search term relating to a service or product of the advertiser; acquiring data relating to the Internet user activity; sorting said data to remove duplicate information; compiling a master data set from said data wherein data values are arranged according to time of Internet user activity and a designated primary key; determining sufficiency of data based on specified conditions; calculating an acceptable new maximum bid for said search term; determining whether said maximum

bid is a justified expense for the advertiser in light of profit determining factors; determining whether to maintain, modify, or remove a bid for a search term; retrieving information on competitor's bids; identifying desired ranking; preparing an insertion order with an appropriate bid for achieving the desired ranking; and automatically uploading insertion order to OMM.

11. An automated web ranking system comprising: at least one server computer having a microprocessor, an area of main memory for executing program code under the direction of the microprocessor, a storage device for storing data and program code, and a bus connecting the microprocessor, main memory, and the storage device; a data communications device connected to said bus for connecting said server computer to a network; a computer program code for automated web ranking, the code being stored in said storage device and executing in said main memory under the direction of said microprocessor, the computer program including: means for tracking Internet user activity generated to an OMM and an advertiser's website when an Internet user conducting a web-based search on the OMM enters at least one search term relating to a service or product of the advertiser; means for acquiring data relating to the Internet user activity; means for sorting said data to remove duplicate information; means for compiling a master data set from said data wherein data values are arranged according to time of Internet user activity and a designated primary key; means for determining sufficiency of data based on specified conditions; means for calculating an acceptable new maximum bid for said search term; means for determining whether said maximum bid is a justified expense for the advertiser in light of profit determining factors; means for determining whether to maintain, modify, or remove a bid for a search term; means for retrieving information on competitor's bids; means for identifying desired ranking; means for preparing an insertion order with an appropriate bid for achieving the desired ranking; and means for automatically uploading insertion order to OMM.

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